

Applicant: Allen R. DeCotiis, Martha M. Rea
Serial No.: 09/816,794
Filed: March 22, 2001
Examiner: Calvin L. Hewitt II
Attorney File No.: 44000-04225

Group Art Unit: 3621

Amendment and Response to Office Action

Page No. 2

AMENDMENTS

Please amend the claims as indicated below. The language being added is underlined (“___”), and the language being deleted contains strikethrough (“—”).

1. (currently amended) A method, at least partially implemented via a computer, for ranking customers based on a propensity to purchase goods or services, comprising the steps of:
 - (a) identifying a plurality of customers;
 - (b) retrieving first information on each of the customers;
 - (c) conducting a survey to collect second information from each of the customers;
 - (d) creating a model; and
 - (e) calculating a score for each customer based on the first information, the second information and the model, wherein the score indicates a propensity to purchase goods or services.
2. (original) The method as recited in claim 1, and further comprising the step of sorting the customers based on the score.
3. (original) The method as recited in claim 1, wherein the first information includes credit card use information.

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Amendment and Response to Office Action

Page No. 3

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4. (original) The method as recited in claim 1, wherein the second information includes information on a purchase intent for a particular product.
 5. (original) The method as recited in claim 1, wherein the model sets forth a plurality of characteristics and a weight of each of the characteristics for calculating the score.
 6. (original) The method as recited in claim 1, and further comprising the step of generating an equation based on the first information, the second information, and the model, wherein the equation is used to calculate the score.

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Amendment and Response to Office Action

Page No. 4

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7. (currently amended) A computer program product embodied in a computer-readable medium for ranking customers based on a propensity to purchase goods or services, comprising:
- (a) computer code for identifying a plurality of customers;
 - (b) computer code for retrieving first information on each of the customers;
 - (c) computer code for conducting a survey to collect second information from each of the customers;
 - (d) computer code for creating a model; and
 - (e) computer code for calculating a score for each customer based on the first information, the second information and the model, wherein the score indicates a propensity to purchase goods or services.
8. (original) The computer program product as recited in claim 7, and further comprising computer code for sorting the customers based on the score.
9. (original) The computer program product as recited in claim 7, wherein the first information includes credit card use information.

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Group Art Unit: 3621

Amendment and Response to Office Action

Page No. 5

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10. (original) The computer program product as recited in claim 7, wherein the second information includes information on a purchase intent for a particular product.
 11. (original) The computer program product as recited in claim 7, wherein the model sets forth a plurality of characteristics and a weight for each of the characteristics for calculating the score.
 12. (original) The computer program product as recited in claim 7, and further comprising computer code for generating an equation based on the first information, the second information, and the model, wherein the equation is used to calculate the score.

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Group Art Unit: 3621

Amendment and Response to Office Action

Page No. 6

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13. (currently amended) A system for ranking customers based on a propensity to purchase goods or services, comprising at least one processing unit for implementing:
- (a) logic for identifying a plurality of customers;
 - (b) logic for retrieving first information information on each of the customers;
 - (c) logic for conducting a survey to collect second information from each of the customers;
 - (d) logic for creating a model; and
 - (e) logic for calculating a score for each customer based on the first information, the second information and the model, wherein the score indicates a propensity to purchase goods or services.
14. (original) The system as recited in claim 13, and further comprising logic for sorting the customers based on the score.
15. (original) The system as recited in claim 13, wherein the first information includes credit card use information.
16. (original) The system as recited in claim 13, wherein the second information includes information on a purchase intent for a particular product.

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Group Art Unit: 3621

Amendment and Response to Office Action

Page No. 7

17. (original) The system as recited in claim 13, wherein the model sets forth a plurality of characteristics and a weight of each of the characteristics for calculating the score.
18. (original) The system as recited in claim 13, and further comprising logic for generating an equation based on first information, the second information, and the model, wherein the equation is used to calculate the score.